



Data and Privacy File Guides

AppleCare Surveys

July 2022

File name AppleCare Surveys.csv

File description Record of survey taken with questions and answers

Why Apple keeps this information Surveys are reviewed for customer feedback and to ensure the quality of the Apple customer support experience.

Plan Protection Provider Apple is providing any AppleCare Services data we hold on behalf of your Protection Plan Provider. Using the “identifier type” please reference the applicable Protection Plan Provider file to find the serial number related to the “identifier type.”

Field Name	Details
Apple ID Number	Apple account identifying number
Customer Response	Customer response to questions asked as part of the survey
Customer Support Session ID	The Identifier for the customer’s support session
Identifier Type	The Identifier for the customer’s support session (e.g., Case ID, Repair ID, Chat Interaction ID, Email Interaction ID, Phone Interaction ID, Serial Number, Agreement ID, Support App Interaction ID, Survey Invitation ID)
Email	The customer’s email address for the support interaction
Phone Number	The customer’s contact phone number
Survey Question	Question asked as part of the survey